

The Buick Built Transmission

The sliding gear type of transmission is used on Buick cars because of its strength, convenience and quietness of operation.

Three forward speeds are provided, so that the motor speed with relation to the speed of the rear wheels may be instantly adjusted to meet any conditions that may be encountered, such as putting the car in motion, driving in deep sand, heavy mud, on steep grades or ordinary roads. It requires only a slight movement of the lever to shift the gears.

The speedometer drive is enclosed in the transmission, thus eliminating all toggle joints and gears from the front axle.

All gears run in a bath of oil, the universal joint at the rear of the case being automatically lubricated from the same source, the oil from the transmission case entering the universal joint through the rear bearing.

When Better Automobiles Are Built BUICK Will Build Them

H. A. WHITE AUTO CO.

643 Marshall Ave.

Memphis.

COLLINS MOTORS IS PREPARING TO ERECT BIG PLANT

Announcement is made of the incorporation of Collins Motors, Inc. Temporary offices have been located at Huntington, L. I., at which point the company will build a large plant on ground already secured not far from the Huntington station on the Long Island railroad. The general offices and factory will be located there, and metropolitan sales and export offices will be located in New York city.

A. H. Collins, former vice-president of the R-C-H corporation, Detroit, is at the head of the Collins Motors, Inc., which includes in its personnel many men of prominence in the business world of the metropolis.

For many years it has been the plan of Mr. Collins to demonstrate to the world, and especially the wealthy purchasers of foreign-made cars, that it is not necessary to go abroad to secure a motor with all the requirements, refinements and distinctive features hitherto found in foreign cars and chassis equal to anything ever turned out in the factories of Europe.

Mr. Collins brought round him men of prominence who believed as he did that Americans with their experience of years could build a car and chassis equal to anything ever turned out in the factories of Europe.

Officers of Collins Motors, Inc., are Albert H. Collins, president; William H. Brewster, vice-president; Spencer C. Smith, treasurer; Charles H. Smith, secretary and general counsel; and Henry A. Brush, of Huntington, L. I. These gentlemen form the directorate of the company, the capitalization of which is \$1,000,000.

DRIVE-AWAY AIDS AUTOMOBILE SALES

"We've noticed a decided increase in dealer enthusiasm, since our dealers have had to drive their cars away from the factory instead of shipping by rail," said R. G. Ewell, sales manager of The Allen Motor company, of Columbus, Ohio.

"When first the shortage in shipping facilities was felt motor car makers worried about the lack. They have found, however, that there is no better kind of introduction between the product and the dealer, than the long drive-away experience."

If the car is a good performer, the trip home from the factory will satisfy the dealer with selling enthusiasm such as he could not possibly get from the short test rides ordinarily made close to his salesmen.

Take the experience of the Kansas City distributor for the new Allen car. He drove his demonstrator home over roads that were good, bad and indifferent covering 85 miles in a little over 24 hours or at an average speed of about 22 miles an hour and getting 17 1/2 miles to each gallon of gasoline in a car that was "stiff," as all cars are supposed to be when just out of the factory.

"That Kansas City man can talk to his customers with real authority on the kind of performance they get in the Allen."

LOOK FOR THIS SIGN



EXIDE BATTERIES

Are made by the oldest, largest and most experienced battery manufacturers in the world.

The U. S. government during the big struggle used EXIDE Batteries as standard for its battery.

Why don't you adopt the use of the same battery for your auto? All makes of batteries repaired and recharged.

McGregor Battery Engineering Co.
Union and Marshall
Main 33



"Sure"
here's a new one full of Pep!

THIS is where you'll stop to get that new battery for your car—because you want a long-living, hard-hitting Storage Battery—a Columbia, of course.

Battery building for 25 years has made the Columbia folks the recognized leaders of the world in battery knowledge. They build the best battery they know how to build, and guarantee it to yield definite power for a definite time.

We know that when we sell you a Columbia Storage Battery we add another bond to the friendship between you and us.

Columbia Storage Batteries
Memphis Battery Service Station
838 Union Avenue
Phone Main 4431

Only 2 More Days To Pay Your Poll Tax

NO QUALIFIED voter should fail to take advantage of the opportunity to cast a vote on November 6th for good government, better schools, law enforcement and other principles promoting and safeguarding the interests of Memphis advocated by the Citizens' League.

The issue is clearly defined. The old machine is concentrated within the camp of the opposition.

The people of Memphis, the men and women, are massing together under the banner of the Citizens' League, and are going to win victory by appeal to individual voters to exercise their suffrage for the benefit of the children of this city, for the protection of the young women, and enforcement of laws that will enable industry to thrive.

You must pay your 1918 poll tax by October 6th in order to vote in the November election. It is the people against the politicians!

PAY YOUR POLL TAX TODAY LAST DAY OCTOBER SIXTH

Citizens' League Ticket

For Mayor
ROWLETT PAINE

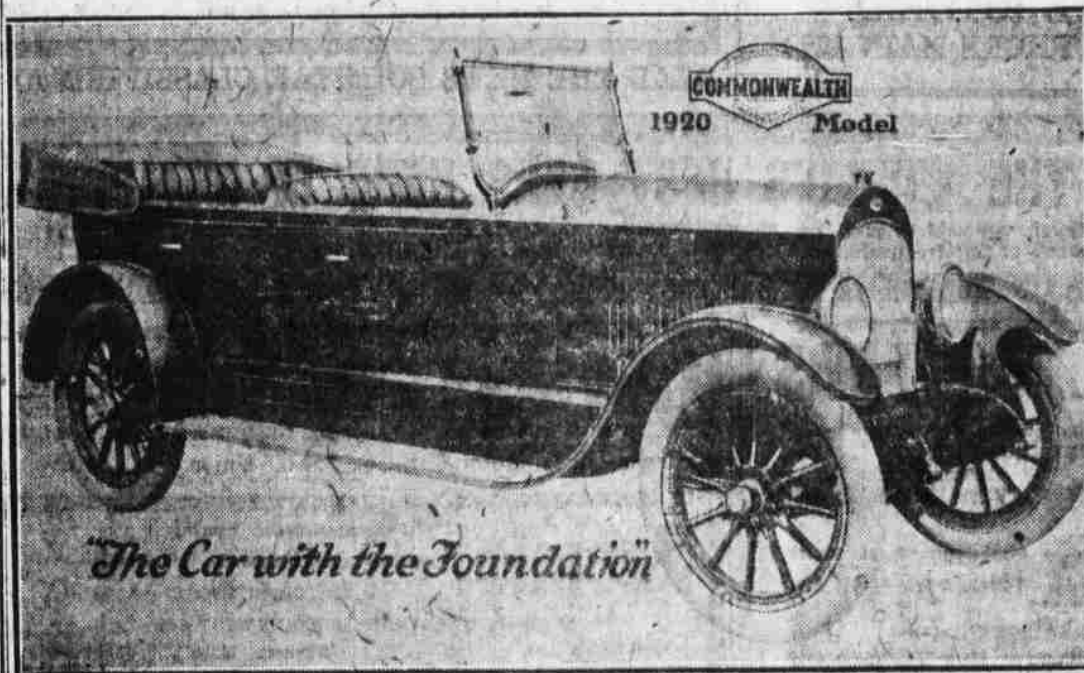
For Commissioners
THOMAS H. ALLEN
JOHN B. EDGAR
HORACE JOHNSON
CHARLES R. SHANNON

GOOD GOVERNMENT
BETTER SCHOOLS
LAW ENFORCEMENT

You Cannot Vote in November Election Unless Your 1918 Poll Tax Is Paid By October 6



Here It Is—The Commonwealth



The Car with the Foundation

Lycomine Motor

A 35 h. p. motor, one of the very finest manufactured, and the outstanding feature of this medium priced car. Borg & Beck clutch. Lee's transmission. Full floating rear axle. Spiral bevel gears. Wheelbase 117 inches. Color, COMMONWEALTH blue.

The Ultra 4-40

Good Territory Open For Live Dealers

MILLER MOTOR SALES CO.

352 Madison.

DISTRIBUTORS

Memphis

PROVES TRUCK IS MEANS OF SAVING IN CATTLE RAISING

The Federal Motor Truck company has conducted an interesting investigation among farmers to learn to what extent they can economically adopt the motor truck as a part of the permanent farm equipment. During this investigation some interesting facts were unearthed concerning farming and its relation to the transportation problem in particular.

For instance, during the latter part of last July, a farmer living near Hatfield, Minn., it was found, started out with a drive of hogs ranging from 400 to 500 pounds each, driving them to market. Twelve of the fattest and best animals died on the road, overcome by heat and exercise.

Hogs that day were bringing \$22 per hundred, if each weighed 400 pounds, they were worth \$88 apiece, and he lost just twelve of them—a total of \$1,856. And not only that, but the exercise and heat of a long walk that killed twelve would easily take 5 pounds or more from every hog that did reach the market. Twenty hogs at this rate, made an additional loss of \$22.

A Federal of 1 1/2 ton capacity equipped with body suitable for the varied purposes of a truck on the farm, would cost about \$2,570, not counting war tax and freight charges, and yet this unfortunate farmer lost nearly one-half of the cost of such a truck. Two such losses, and they will occur again and again, whenever a farmer persists in walking fat hogs to market, would practically pay for the truck—would pay for when the saving in the farmer's time is considered, and his comfort as well.

Going back to the first idea of gasoline versus pork as fuel, a 1 1/2 ton truck would take at least 8 hogs to market. A drive of 32 hogs would require four trips. These trips, five miles one way, would mean a total of forty miles traveled by the truck in marketing the hogs and could easily be done in a day with time to spare. The gasoline for the day's marketing would cost about two dollars for the truck would not have consumed over seven gallons—probably only six. Much different than \$1,856—the cost of the day's marketing with pork as fuel.

Even considering the entire cost of marketing the hogs by truck, including all items, it would have been approximately \$12, allowing five dollars for labor. This too, is much more reasonable than the \$1,856.

Probably you will say this big loss is unusual—well, suppose no hogs had died, the hogs would have lost approximately 5 pounds each on the trip. Thirty-two hogs would have meant a total loss of at least 160 pounds—\$22 worth of pork. This in itself is twenty-one dollars more than the cost by truck. The farmer is awakening to the fact that driving live stock to market does not pay, even shipping by railroad is done at a loss although this method is sometimes necessary. But there are some who must have a shock like this to bring them the realization that it does not pay to market with pork or beef as fuel—gasoline when propelling a motor truck is the economical way. The Lily Carriage company is local agent for the Federal truck.

NEGRO ADMITS GUILT.

Justice moved quickly in the case of Fred Lyons, 17-year-old negro boy, who

was caught in the office of a lumber company at Dudley street and Grove avenue, about 6 o'clock Friday morning. Lyons pleaded guilty to breaking

the lock and entering the building before Judge Pittsough in city court Friday afternoon. He was bound over to the state.

TOP

Designers & Builders

Owners of costly automobiles desiring beauty, distinction and elegance employ our expert designers and builders to accomplish their ideas of beauty and distinction before they permit their automobiles to be shown upon the drives.

Effects designed and built for any kind or size of automobile to comply with the requirements of comfort for winter months. Our extraordinary factory facilities enable us to build for you any kind of top at less cost.

Oldest Exclusive Builders of Tops

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409-11 Monroe Ave.

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Memphis Auto Top Co.

